

Construction and practice of a new model of agricultural product brand promotion based on short video in the perspective of educational development

Tong Xiaojuan

*Zhongkai University of Agriculture and Engineering, Guangzhou, Guangdong, China
yaoqingtian@hotmail.com*

Abstract: *The traditional agricultural product brand promotion model has the problems of single promotion channel and poor promotion effect, which has affected the overall sales planning of agricultural products to a certain extent, and cannot significantly improve the sales of agricultural products. To solve this problem, in the perspective of educational development, the principle of short video promotion is introduced. Through selecting short video spokesmen of agricultural products brands, designing agricultural products brand promotion content based on short video, and building online and offline integration of brand promotion channels, the construction and practical research of a new model of agricultural products brand promotion based on short video is proposed. According to the practical effect of brand promotion, the new promotion model can improve the brand awareness and audience of agricultural products, and provide strong support for agricultural product marketing through online and offline integration.*

Keywords: *Education Short video; Agriculture products; Extension; Brand; Pattern*

1. Introduction

In the current perspective of education development, new media technology has been continuously improved. As an important part of new media technology, short video has a wide range of applications and a high audience, exerting a great influence on the development and brand promotion of various industries [1]. Based on the rapid growth of agricultural production economy, the quantity and types of agricultural products are gradually increasing, and more and more brands of agricultural products are formed according to different production regions, production varieties and production technologies [2]. At present, the brand of agricultural products is faced with different degrees of problems in the promotion process, such as single promotion channel, limited promotion funds, poor promotion effect and so on. The main reason for these problems lies in the imperfect construction of brand promotion model of agricultural products and the lack of effective integration with new media technology from the perspective of education development [3]. In view of the above problems, based on the traditional brand promotion model, based on the perspective of education development, this paper proposes the construction and practice research of the new model of agricultural product brand promotion based on short video.

2. Construction of new agricultural product brand promotion model based on short video

2.1. Select short video spokesperson of agricultural product brand

In the new model of agricultural product brand promotion based on short video, firstly, we need to analyze the characteristics of agricultural products from the perspective of current education development. On this basis, combined with the operation mode of short video, select the brand short video spokesperson with high matching degree with agricultural products.

In a broad sense, the vision of educational development refers to a new form of education which conforms to the development of the current information technology era and has the characteristics of diversification. From this development perspective, the analysis of the development status and characteristics of agricultural products shows that agricultural products have unique regional advantages, so it is necessary to create a personalized operation and promotion mode, so as to improve

the brand awareness of agricultural products and increase product sales [4].

In the promotion model based on short videos, spokesmen are very important and directly represent the brand image of agricultural products. Based on the analysis from a broad perspective, spokesmen are the largest brand IP in brand promotion, with their own fan effect. Most fans are more likely to recognize spokesmen in consumption. Therefore, this paper believes that according to the brand characteristics of agricultural products, the spokesperson with the best fit for the brand should be selected, and in the trend of short video development, the spokesperson with goods effect should be implemented. On the one hand, this kind of effect of carrying goods can impress the brand of agricultural products, on the other hand, it can cultivate the cohesion between the brand, fans and consumers, deeply explore the commercial value of the spokesmen bringing their own fans, and realize the goal of realizing the value-added flow. When selecting spokespersons for short videos, it is necessary to fully consider the interaction between spokespersons and fans and consumers, so as to strengthen user stickiness through spokespersons. Due to the strong regional nature of agricultural products, compared with popular stars, this paper believes that celebrities in the regions where agricultural products are located have more compatibility, which can narrow the emotion with consumers and fully endow agricultural products with regional cultural value. Secondly, in the short video promotion, the spokesperson should fully display the culture and characteristics of agricultural products, express the key content of products in a short time around the theme of agricultural products, and convey the cultural characteristics of agricultural products to users, so that users can have emotional resonance with the brand through the short video spokesperson of agricultural products.

2.2. Design agricultural product brand promotion content based on short video

After the selection of short video spokesmen for agricultural products brands, the next step is to optimize the design of agricultural products brand promotion content based on the operation characteristics of the short video mode. There is a big difference between the short video of agricultural product brand promotion and the picture. The short video can convey more information elements and improve the experience of consumers.

Before designing the content of agricultural product brand promotion, this paper believes that the creative idea of short video shooting should be set up in advance, and the framework of short video shooting should be preliminarily formed, so as to make it have the core and soul and add luster to the overall shooting content. Secondly, on the basis of creative ideas, the selling points of agricultural products are refined and highlighted, and presented through the lens language to stimulate consumers' desire to buy.

The short video promotion mode covers the form of digital image representation, and the quality of its content directly affects the promotion effect. First of all, we should make a precise positioning of agricultural product brands, and comprehensively encourage the production of diversified original high-quality promotion content of agricultural products based on the perspective of education development. When designing the promotion content, relevant designers and promotion personnel should go deep into the origin of agricultural products and the deepest part of the industrial chain, excavate the core value of agricultural products, and create product brand characteristics. Secondly, some relevant marketing content can be appropriately added to the promotion content, in the form of vertical cultivation, to avoid users' aesthetic fatigue when watching similar videos for a long time. Deeply excavate short video resources, take enhancing user stickiness as the guiding direction, inject some new elements consistent with the development of the times while promoting the brand, so that the agricultural product brand can keep up with the development of the market in real time.

There are some differences between short video-based agricultural product brand promotion and live video broadcasting. This kind of brand promotion requires more in-depth planning and design, which belongs to emotional marketing and can arouse the resonance of consumers themselves. This paper believes that in the promotion content, some short video stories related to agricultural products can be designed to attract consumers. When consumers like the stories behind agricultural products, they will increase the recognition of the brand of agricultural products, more identify with the culture and values conveyed by the brand sellers, and naturally have deep feelings for agricultural products. Brand promotion in the form of short video stories can effectively form hot consumption spots and provide strong support for the implementation of brand production and promotion programs [5]. In addition to short video stories, this paper believes that consumers should also be given a sense of immersive experience in short video promotion and publicity, and the emotions of consumers and sellers should be highly connected. Properly integrate the geographical and cultural signs of the region

where the agricultural products are located, and improve the brand market share, brand recognition and brand promotion ability [6]. On this basis, give emotional value to the promotion content, create the original ecological form of the brand, and improve the aesthetic experience of users' short videos. Generally, high-quality agricultural products need not only to meet the needs of consumers in terms of subjective functions, but also to meet the aesthetic needs of consumers in terms of aesthetic sense, bringing consumers an unusual sense of experience, and thus endowing the agricultural product brand promotion content with emotional value [7]. Agricultural products are different from other products and belong to natural products. In the promotion content, we should strengthen the publicity of the original ecology, take it as a big selling point, so that consumers can fully feel the original ecology of the product, and then have a strong interest in it.

2.3. Online and offline integration to expand brand promotion channels

After the optimization design of agricultural product brand promotion content based on short video is completed, the online and offline promotion modes will be integrated to expand the brand promotion channels in an all-round way and achieve the goal of multi-dimensional promotion of agricultural product brands.

The brand promotion of agricultural products based on short video is one of the online promotion modes. The promotion speed is relatively fast and the effect is remarkable in promoting and promoting the brand through short video network media. First of all, it is necessary to accurately target consumers, establish short video marketing sites of agricultural products that meet consumer needs, recruit professional short video promotion programmers, site designers and promoters, and release various information of agricultural products in the site in real time. Through the establishment of short video marketing site, fully bearing customers, accumulate traffic [8-9]. The promotion cost and continuous maintenance cost of agricultural product short video marketing site are relatively low, and the promotion effect is significant. In online promotion, the work of the promotion team should be detailed to reflect the "expertise in the art industry", and avoid the problem of post crossing in the process of designing short videos. A high-quality agricultural product brand promotion short video should not only have high-quality content, but also need professional editing, multiple lens combinations, short video color matching and other assistance to make the agricultural product brand finally presented in the short video more aesthetic and give the brand lasting vitality.

However, simply relying on online promotion channels for matching promotion still has shortcomings, which cannot independently promote the better development of matching. Online promotion and offline promotion should be integrated to achieve complementarity between the two.

Offline promotion of agricultural products brands mainly refers to on-site promotion activities, such as Nongjiale, physical merchants, picking bases, etc., to establish direct contact with consumers and help them better perceive the quality of agricultural products. After consumers feel the information of agricultural products, they can put forward opinions and suggestions. The online promotion mode can be improved according to the defects of offline promotion activities to optimize the satisfaction of consumers [10].

Compared with offline promotion channels, the online promotion mode has the advantage of saving time and speed. Through the Internet big data analysis technology, the user's consumption needs are objectively analyzed, and then the target group of their own agricultural products brand is positioned to improve the efficiency of brand promotion and dissemination. To sum up, we should integrate the online and offline promotion modes of agricultural product brands and jointly expand the promotion channels.

3. Brand promotion practice effect analysis

After the construction of the new model of agricultural product brand promotion based on short video from the above perspective of education development, the effect of brand promotion practice is analyzed. Take R agricultural products as an example. Most of the customers of this agricultural product are BOC employees in surrounding areas, some are foreign tourists, and a few are local residents, with significant differences among groups. At present, the problems of R agricultural product brand promotion are shown in Figure 1.

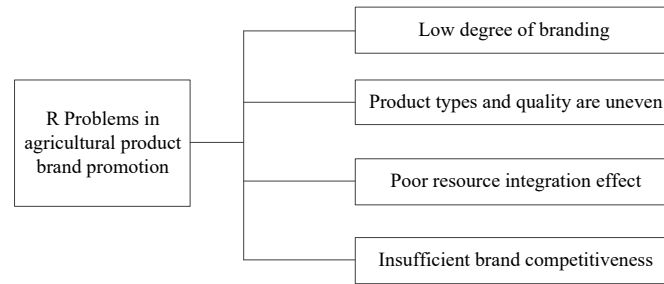


Figure 1: Problems in R agricultural product brand promotion

After mastering the current situation of the product brand, carry out R agricultural product brand promotion according to the agricultural product brand promotion model based on short video constructed above. R The effect of agricultural product brand promotion is shown in Table 1.

Table 1: R agricultural product brand promotion effect

Promotion effect evaluation index	Evaluation results
Brand vitality	Strong
Product industry chain	Perfect
Brand awareness	Strong
Promotion speed	Fast
Brand logo	High identification
Online short video visual effect	Preferably
Brand connotation	Rich
Promotion form	Diversification
Fame and influence	Higher

The analysis of its promotion effect shows that the vitality and vitality of R agricultural product brand has been significantly improved, the product industry chain has been improved, and the brand awareness and promotion speed of agricultural products have been comprehensively improved. In addition, the brand's symbolic significance has been improved, and it has effectively established contact with the products. Through the visual effect of online short video, it has conveyed the brand connotation of R agricultural products, and the promotion form has been more comprehensive, which has improved the popularity and influence of R agricultural products brand in an all-round and multi-dimensional way.

Therefore, it is not difficult to see that the new model of agricultural product brand promotion based on short video from the perspective of education development constructed in this paper has good practical application effect and high feasibility.

4. Conclusion

In summary, in view of the poor promotion effect of agricultural product brand promotion model in the actual application process, in the current educational development perspective, short video technology is introduced, and a new model construction and practical research of agricultural product brand promotion based on short video is proposed. Through the research in this paper, we have effectively expanded the brand promotion channels, combined agricultural product marketing with mobile internet technology, improved the brand awareness, and played an important role in promoting the marketing development of agricultural products.

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